Maggie Campbell

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Users now expect software to make their lives easier. That's why you need a designer specializing in experience and interaction design for web and mobile applications, websites and tech products. I create app interactions that are simple and beautiful with a big impact.

- See website http://www.electricduckdesigns.com

August 2018 to present | ChickTech Orange County | Anaheim, CA
User Experience Design Workshop Instructor

- Created two-day curriculum based on the double diamond design theory
- Led workshop for 20 high-school students from communities typically underrepresented in tech

May 2018 to Nov 2018 | Trilogy Education Services | Virtual/United States
UX/UI Bootcamp Tutor

- HTML, CSS, JavaScript basics
- Design thinking and human-centered design fundamentals
- Identify problems, build user personas, interview, exercise user empathy, iterate potential solutions, storyboards, wireframes, sketch prototypes before code, test

July 2013 to Present | Project Insight by Metafuse | Irvine, CA
Product champion

- Determine product roadmap, product interface, & interaction designs based on user interviews
  - Designed the in-app feedback model that increased average user feedback by 900% avg vs previous email campaigns
  - "Ticket to UI improvement initiative" resulted in 63% reduction in backlog tickets within 60 days aka three Sprints (from 147 to 55 backlog tickets)
- Design, sketch, test, and socialize all product ideas before leading Sprint meetings
- Usability writer for product support content on our public website, blogs, social media, and email
- Content and collateral creator to further promote PI products, services, and brand
  - User engagement interface campaign increased user Help Center engagement by 33%
- Research, test, and advise on industry software trends, behaviors, and practices
- Evangelize PI products and brand in outward facing events (public speaking, trade shows, etc.)
- Build scope documents for integrations, custom reporting, and new features
- Responsible for coaching and the retention performance of staff of four employees

November 2017 to May 2018 | University CA, Irvine | Irvine, CA
User Experience/User Interface Bootcamp

January 2008 to July 2013 | JPMorgan Chase Bank, N.A. | Spokane, WA; Laguna Niguel, CA
Assistant Branch Manager promoted from Sales & Service Associate, Senior Teller, Teller

- Managed 18 employees to meet expectations for accuracy, balancing, sales production, knowledge of federal regulations, knowledge of procedures
- Delivered corrective action regarding attendance, accuracy and performance issues
- Wrote and delivered performance reviews for the mid-year and year-end periods
- Encouraged career development through promotion and skill building, created and implemented action plans for employees looking to grow within Chase

September 2005 to January 2008 | American Red Cross | Spokane, WA; Kennewick, WA
Health and Safety Services Director from Health and Safety Services Support Specialist/ Instructor

August 2003 to May 2007 | Gonzaga University | Spokane, WA
Bachelor of Arts

- Graduated Magna Cum Laude (GPA 3.71)